Research Methods for Understanding your Audience

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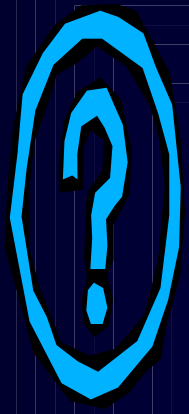
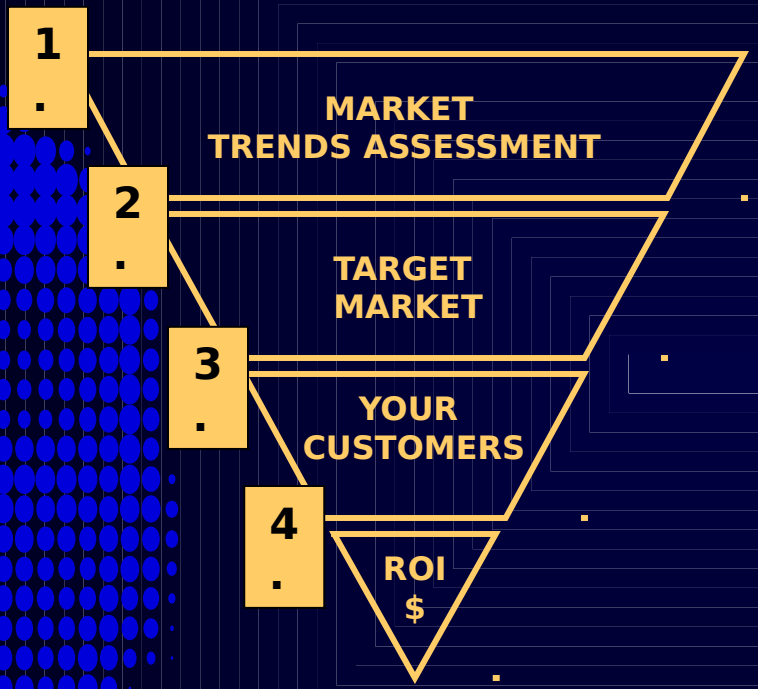
cyber dialogue

Answers to Marketing Questions



- What is the demographic composition and usage profile of my site visitors?
- What content and features should I include on my site?
- How does my site stack up vs. the competition?
- Which visitors are more valuable, and why?

Research Methodologies

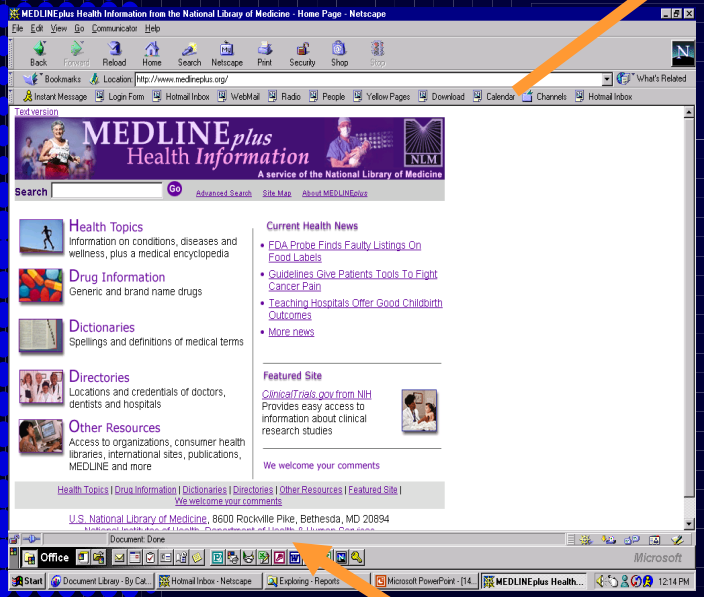


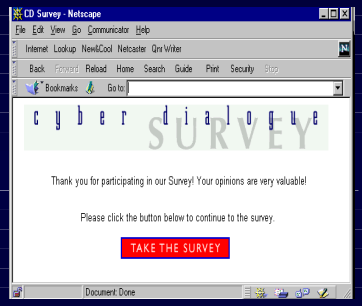
- Syndicated Research
- Online Panel Surveys
- Site Intercept Surveys
- Customer Database Surveys & Modeling
- Advanced Analytics

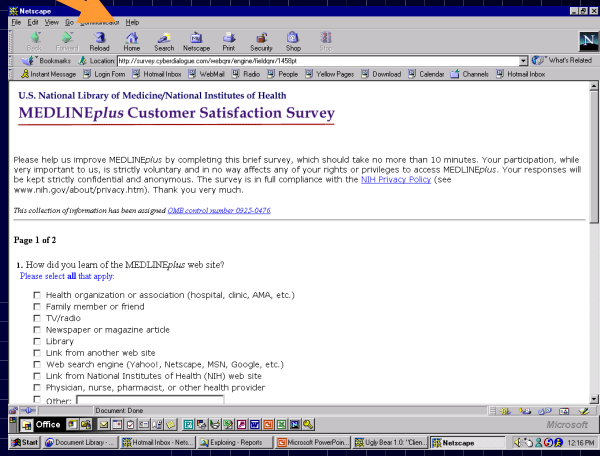
Site Intercept Surveys

1. Sign-on to Site

2. Invited to participate in Study



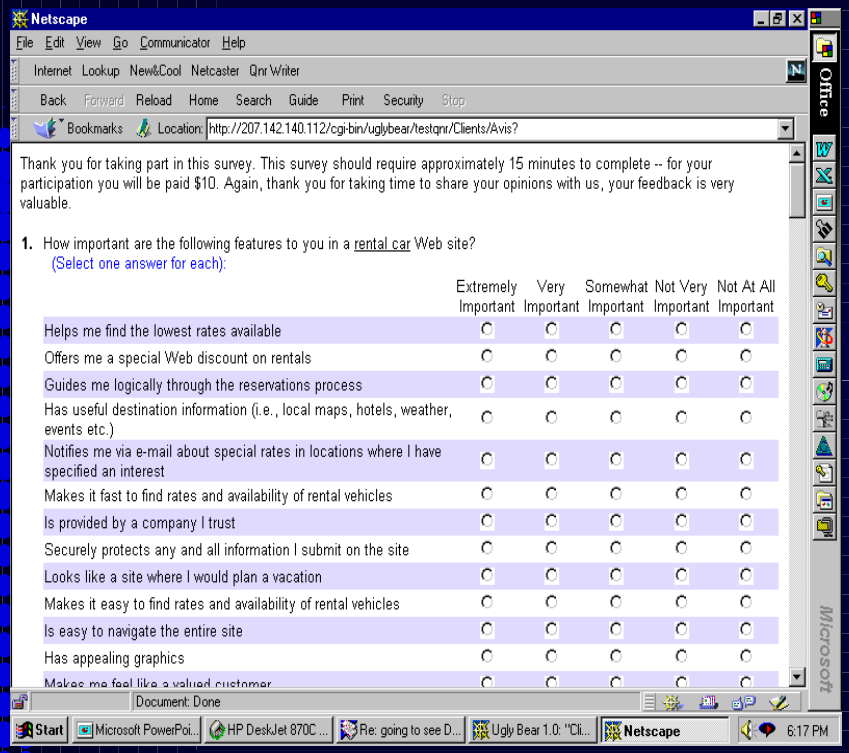




3. Complete Survey

4. Study completed, visitors continue surfing

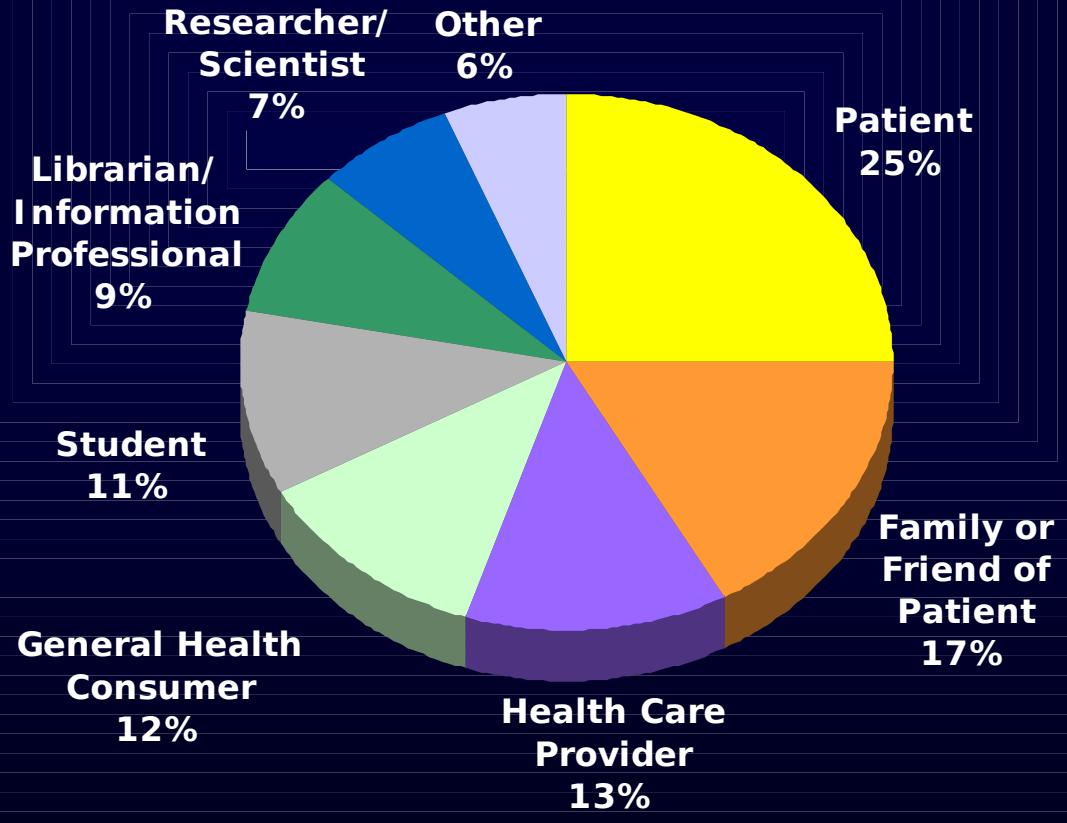
HTML Surveys



- CATI flexibility (skip logic, randomization and rotations)
- Response validation
- Error-checking
- Multi-media capable
- At the right time, in the right medium

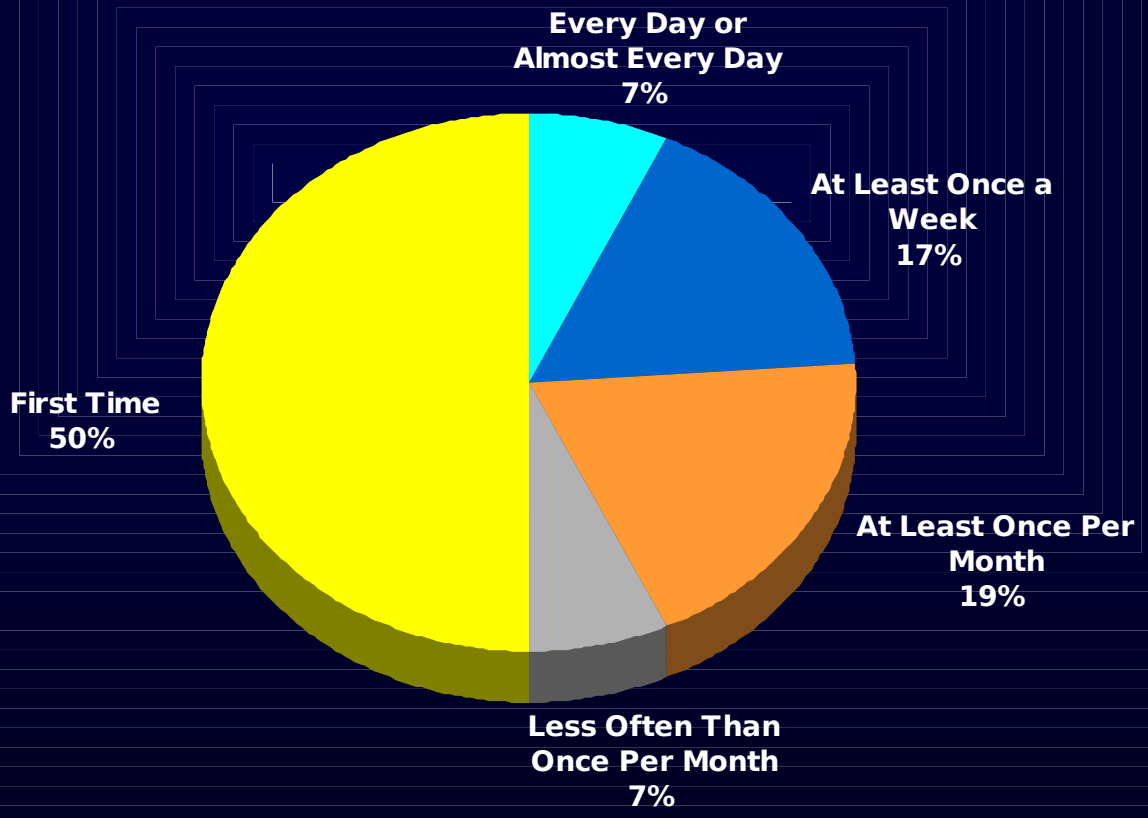
Who are MEDLINEplus visitors

Site Visitor's Role:



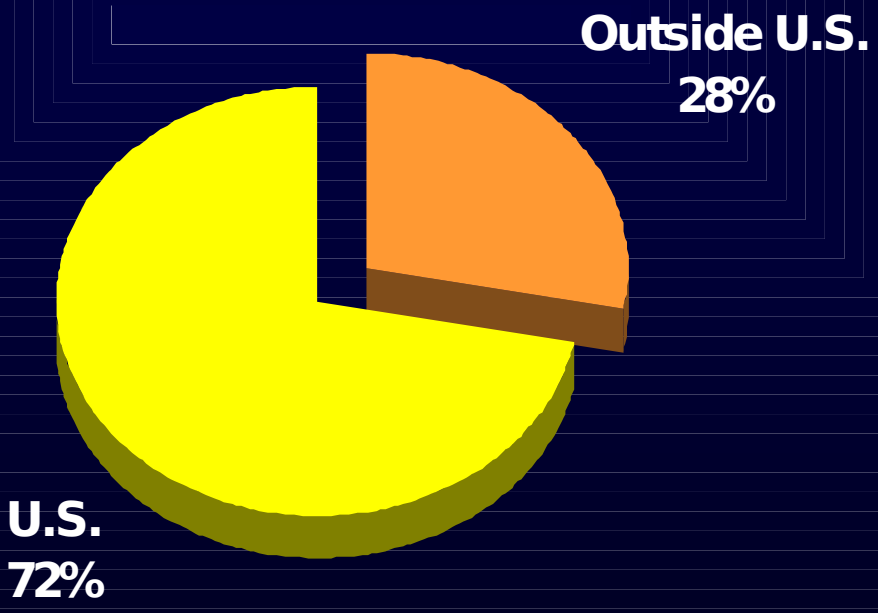
Who are MEDLINEplus visitors

How often do they visit the site?



Who are MEDLINEplus visitors

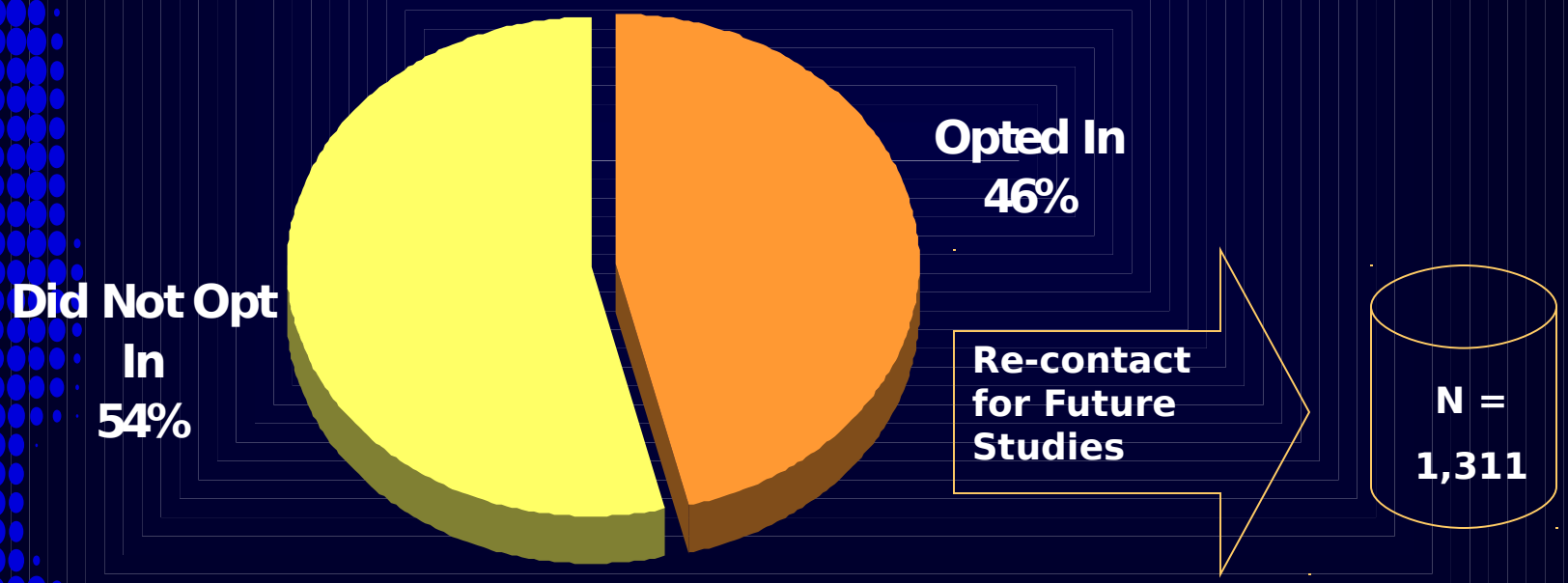
Access Location:



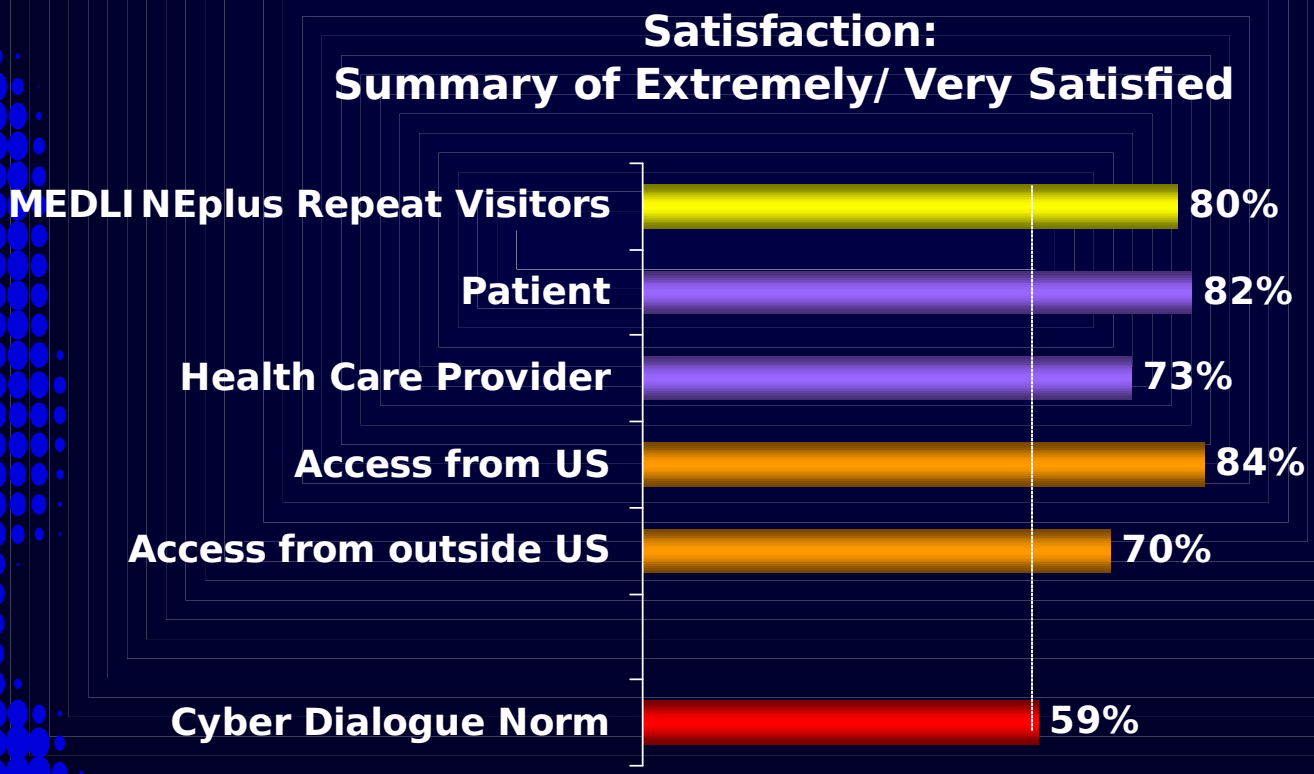
Building a Research Database

Agreement to participate in future research:

N=2,850

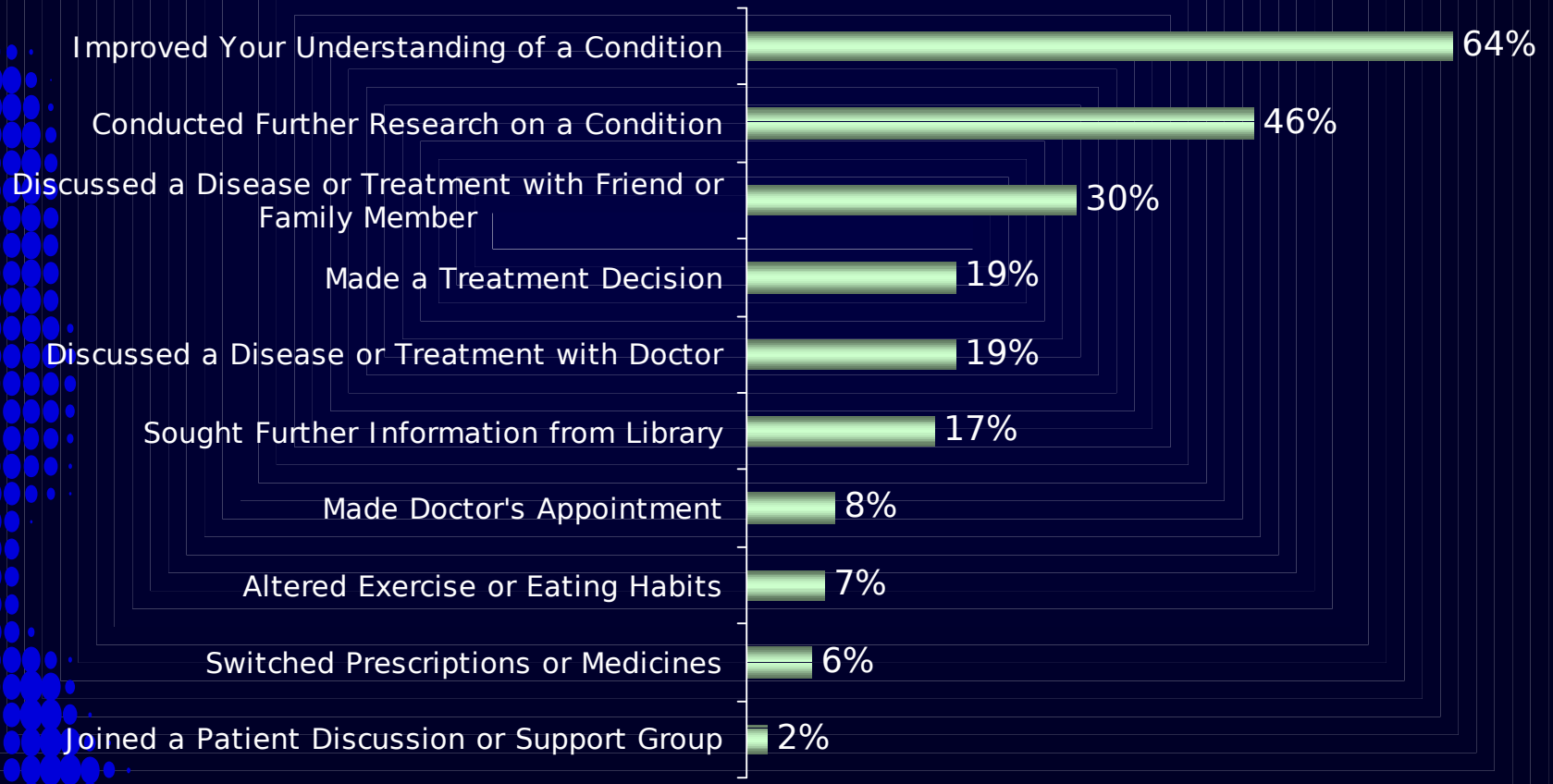


Satisfaction Measures



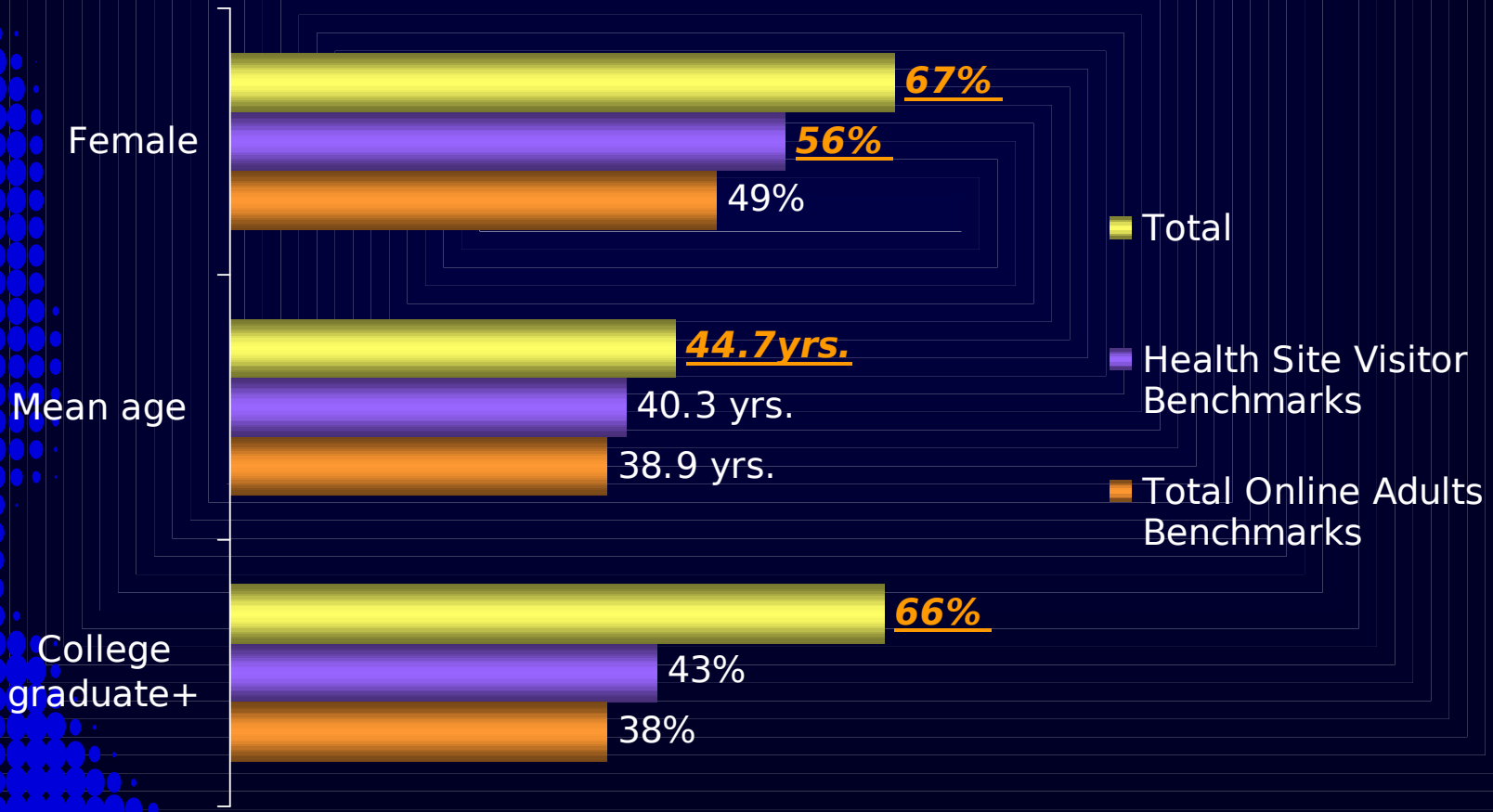
Actions Taken

Result of Visiting MEDLINE*plus*:



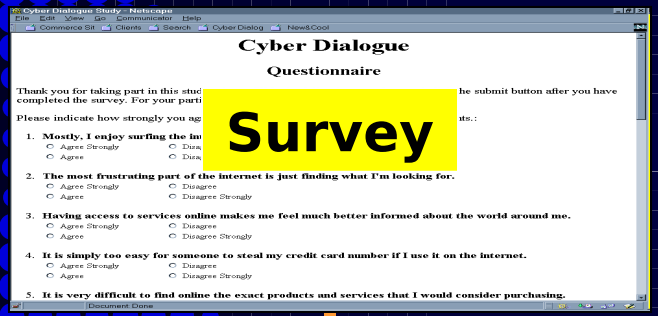
Comparisons to Benchmarks

Industry Benchmarks vs. Visitor Profile



N=1,000 Survey

N=1,000 Control



Survey

Cookie attached

Cookie attached

Tracking

Tracking

Behavior Tracking and Data Weighting

Add in behavioral data...

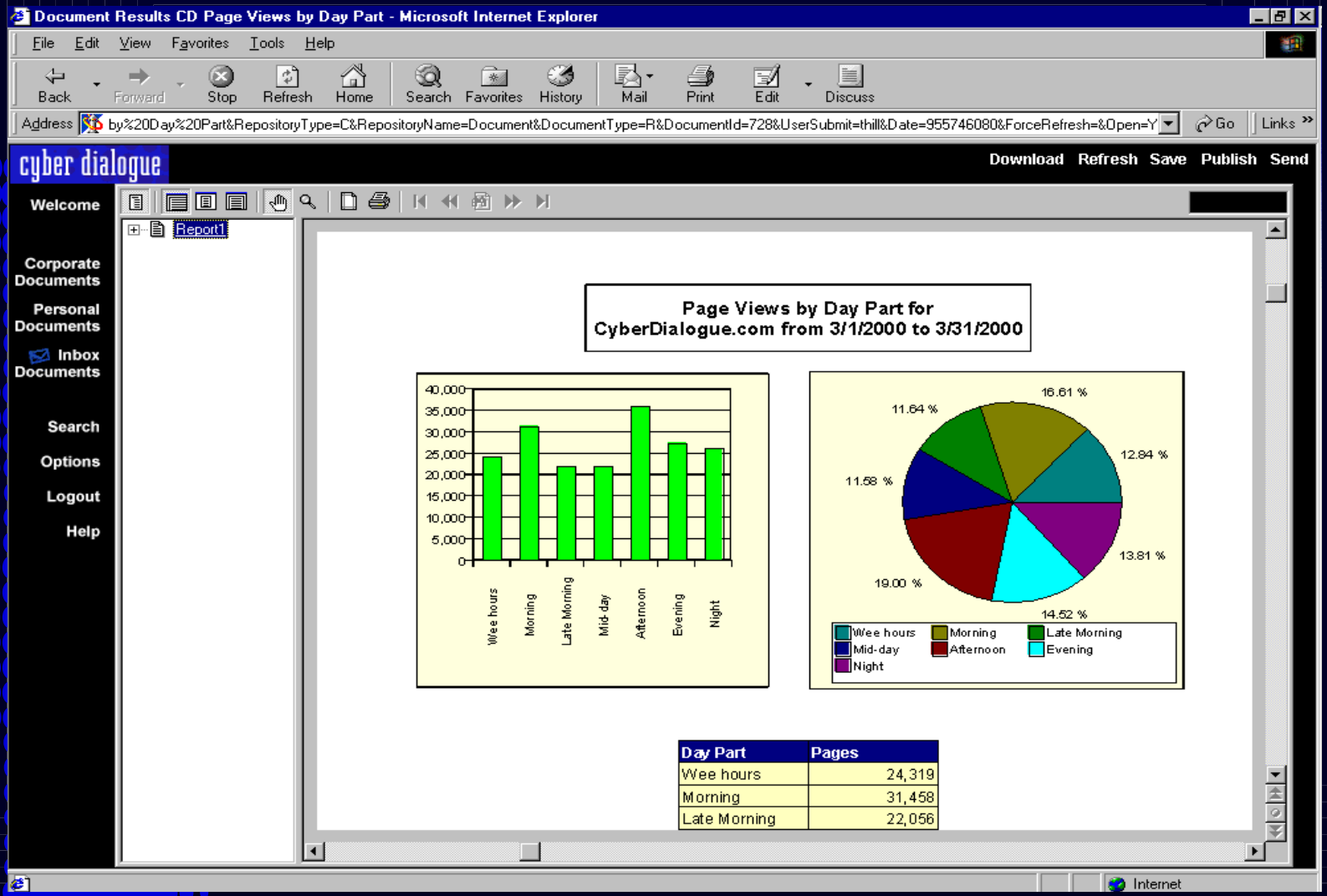
Log File Data...

StartTime	Duration	Browser	OS	Referrer	ID
11/8/99 10:06	4:40	Microsoft Internet Explorer/5.0.	Windows 98		http://www.cyberdialogue.com/panel/index.html
11/8/99 10:11	11:25	Microsoft Internet Explorer/4.0.	Windows 98		http://www.cyberdialogue.com/index_4.html
11/8/99 10:12	4:53	Microsoft Internet Explorer/4.0.1	Windows 98		http://www.cyberdialogue.com/index_4.html
11/8/99 10:18	5:29	Netscape Navigator/4.0.4	Windows 95		http://www.cyberdialogue.com/index_4.html
11/8/99 10:33	11:42	Netscape Navigator/4.0.8	Windows 95		http://www.cyberdialogue.com/panel/index.html
11/8/99 10:59	8:54	Microsoft Internet Explorer/5.0.	Windows NT		http://www.cyberdialogue.com/index_4.html
11/8/99 11:02	5:41	Microsoft Internet Explorer/4.0.1	Windows 98		http://www.cyberdialogue.com/index_4.html
11/8/99 11:03	6:24	Microsoft Internet Explorer/4.0.1	Windows 95		http://www.cyberdialogue.com/panel/index.html
11/8/99 11:20	7:13	Netscape Navigator/4.0.3	Windows 95		http://survey.cyberdialogue.com/webqnr/engine/f
11/8/99 11:22	4:17	Microsoft Internet Explorer/4.0.	Windows 95		http://www.cyberdialogue.com/index_4.html
11/8/99 11:24	4:10	Microsoft Internet Explorer/5.0.	Windows 98		http://www.cyberdialogue.com/panel/panel.html
11/8/99 12:05	3:40	Microsoft Internet Explorer/5.0.	Windows 98		http://www.cyberdialogue.com/panel/panel.html
11/8/99 12:11	6:52	Microsoft Internet Explorer/5.0.	Windows 98		http://www.cyberdialogue.com/index_4.html
11/8/99 12:14	8:24	Microsoft Internet Explorer/4.0.1	Windows 98		http://www.cyberdialogue.com/index_4.html
11/8/99 12:18	7:45	Microsoft Internet Explorer/4.0.1	Windows 98		http://www.cyberdialogue.com/panel/index.html
11/8/99 12:18	4:20	Microsoft Internet Explorer/5.0.	Windows 95		http://www.cyberdialogue.com/panel/panel.html
11/8/99 12:32	8:03	Microsoft Internet Explorer/5.0.	Windows 95		http://www.cyberdialogue.com/panel/comments.h
11/8/99 12:39	8:56	Microsoft Internet Explorer/5.0.	Windows 98		lycos
11/8/99 12:52	13:11	Netscape Navigator/4.7.	Windows 95		lycos

…for "Area by Area" Reporting

	Total (1,000) %	Area1 (800) %	Area2 (272) %	Area3 (149) %	CD Norm (5,000) %	OL Users (AIUS) %
Demographics						
% Male	54	62	39	50	--	51
HH Inc $75K+	30	20	32	38	--	32
4 yr college grad	56	50	51	47	--	40
Employed full-time	75	70	62	61	--	61
Children in HH	31	31	38	32	--	35
Access Characteristics						
Access Web Daily	20	19	19	28	--	21
Purchase online	35	41	32	34	--	32
Access from work	60	62	58	53	--	59
56K + connection	58	54	51	58	--	40
Customer Value						
Historical purchaser	29	21	19	5	9	--
Premium Customer	30	35	10	5	25	--
Respond to campaigns	5	5	3	2	12	--
Session Characteristics						
30+ minute sessions	40	32	22	34	20	--
Access site daily	21	17	18	16	15	--
Referred from Yahoo!	2	5	10	6	10	--
Actions Taken after Visit						
Filled prescription	45	48	34	45	54	--
Discussed with Dr.	46	44	31	51	45	--

Desktop Reporting



Competitive Analysis

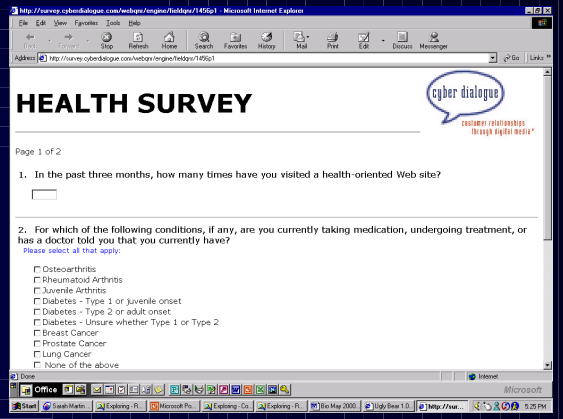
- **Screened respondents**
- **Randomly go to 2 of 4 sites**

MEDLINE*plus*

Medscape

WebMD

Mayo Health



Positioning Analysis "Blueprint for Action"

“Blueprint for Action”

Client vs. Competitor

	Client: Superior	At Parity		Competitor: Superior
		Both Excel	Neither Excel	
Highly Important	← Site my doctor would recommend	← Has information that I want ← Easy to find information	← Site I trust ← Offers search tool ← Answers my questions quickly	← Is pleasing to the eye ← Displays content in easy to read layout ← Uncluttered layout ← Offers the latest in Web site features
Moderately Important	← Offers community/ support groups	← Offers diet and nutrition information ← Provides up to date information ← Offers fitness and exercise info ← Offers interactive tools	← Helps me manage my overall health and fitness ← Has pages and visuals that load quickly ← Helps me manage my diabetes ← Allows me to question and receive answers from medical experts ← Offers a tool to locate diabetes healthcare professionals ← Provides content focused on the care of children with diabetes	← Presents information written in understandable language
Less Important	← Allows me to customize site	← Offers online shopping for diabetes and other health products	← Links to other diabetes-related sites ← Provides content focused on the care of males with diabetes ← Ensures that personal info remains private ← Has a section designated for diabetes caregivers ← Has a section designated for diabetes healthcare professionals ← Offers personalized email capabilities ← Includes links to medical library ← Provides content focused on the care of females with diabetes	← Provides accurate information

Multiple Recruiting Sources

Online Registration

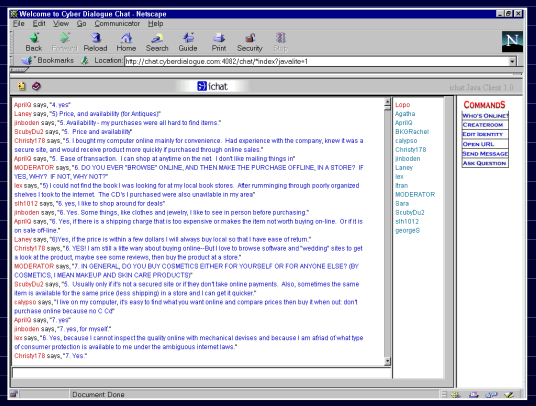
Site Visitor databases

Off-line Databases

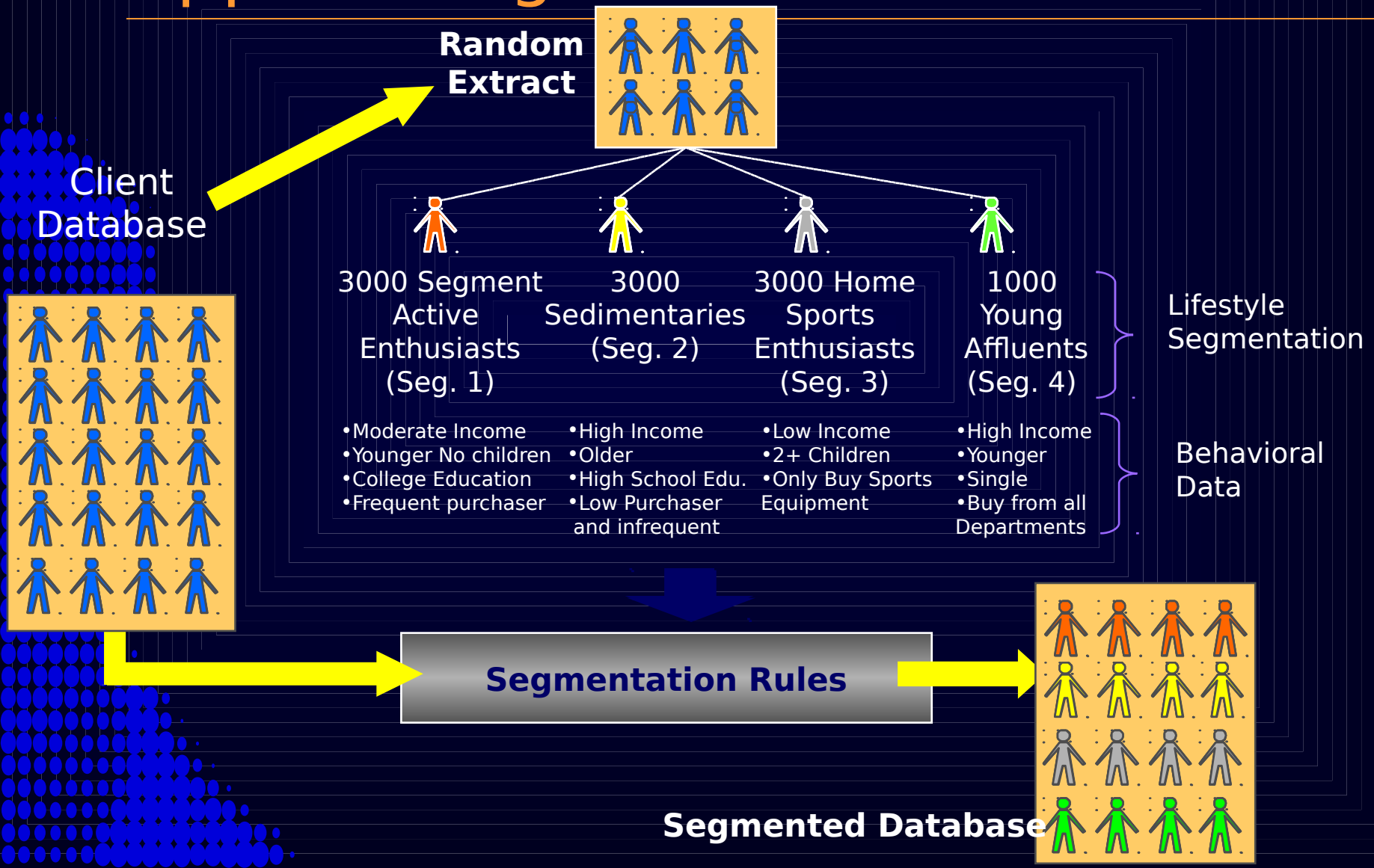
Screened via E-mail

Intercept and Re-contact

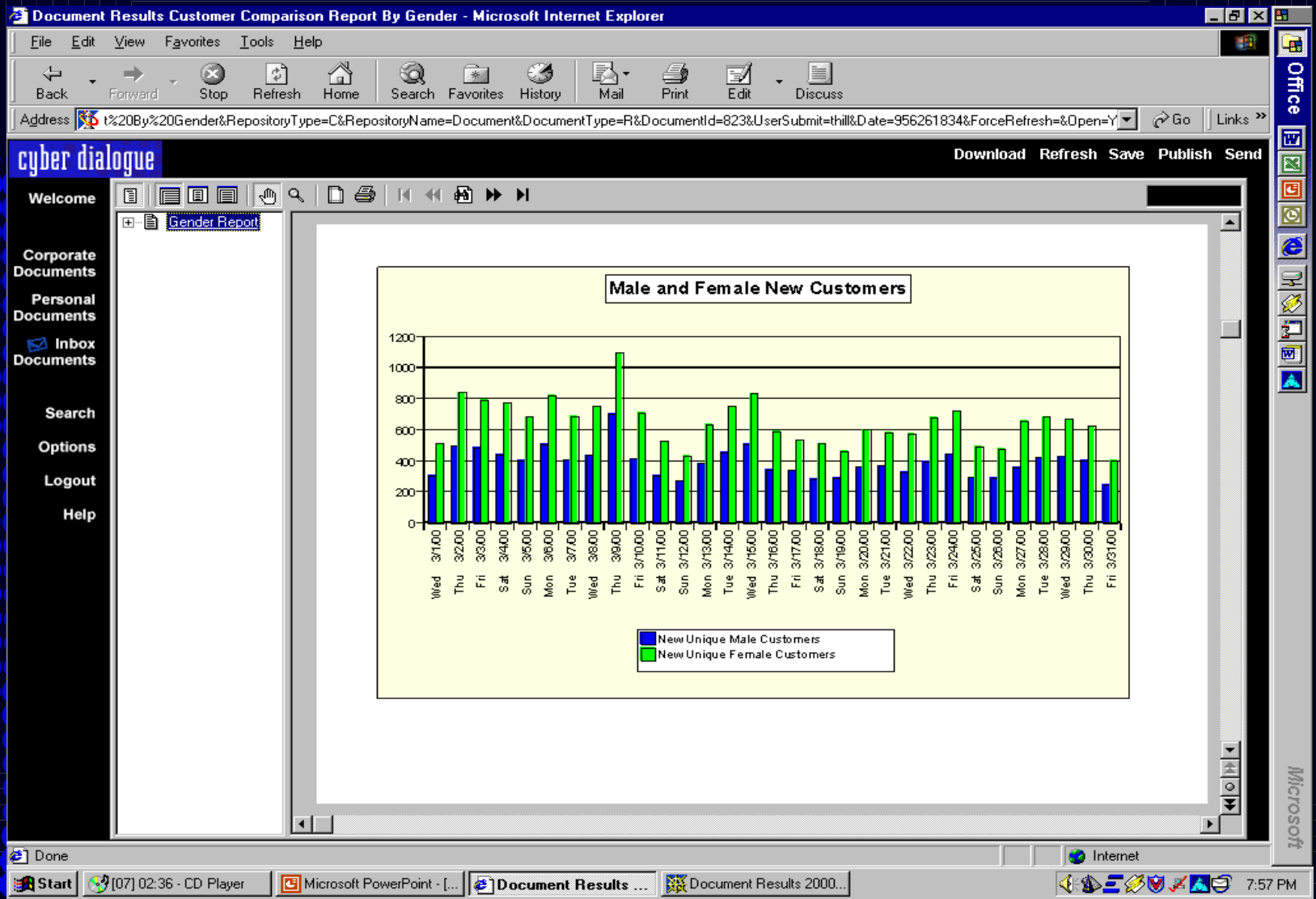
Online/Off-line Hybrids



Applied Segmentation



Compare Valuable Segments



Checklist for Quality Research

- [x] Bullet-proof sampling approach
- [x] Continuous off-line benchmark data
- [x] Thorough data cleansing procedures
- [x] Reliable norm's for comparison
- [x] Experience in logging and managing data
- [x] Tested technology to implement
- [x] Research expertise
- [x] Deep knowledge of online consumers
- [x] CASRO, CMOR, AAPOR, CTAM support

Thank You !!

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